

EU Green Week
PARTNER EVENT

Implementing circular economy with EU Ecolabel

Riga, Latvia

27.08.2024. [Facebook](#) [Livestream](#)

#WaterWiseEU



10:00 Opening - Kaspars Melnis, Minister of Ministry of Climate and Energy

10:15 Circular economy and sustainable lifestyle with EU Ecolabel (Silvia Ferratini, Team leader, EU Ecolabel, European Commission)

EU Ecolabel criterion as a tool to reduce water pollution (Zane Zaķe, Senior Expert International cooperation, Environmental State Bureau of the Republic of Latvia)

The role of the ecolabels in the circular economy and its impact on business (Dr.sc.admin. Natālija Cudečka-Puriņa, Asoc.professor, BA School of Bussiness and Finance)

Experience in EU Ecolabel, ecolabels and circular economy in Estonia (Kätlin Kurg-McGregor, Chief Specialist, Environmental Use Department, Republic of Estonia Environment Agency)

Experience in action plan implementation for the transition to a circular economy until 2030 in Lithuania (Virginija Vingriene, Chief Officer, Waste Policy Group, Of the Ministry of Environment, Of the Republic of Lithuania)

11:00 Panel discussion (policy makers):

What are opportunities for voluntary schemes within circular economy?

- Dr.sc.admin. Natālija Cudečka-Puriņa, Asoc.professor, BA School of Bussiness and Finance
- Māris Klismets, Director, Coordination Department, Ministry of Smart Administration and Regional development of the Republic of Latvia
- Z.Zaķe, Senior Expert International cooperation, Environmental State Bureau of the Republic of Latvia
- Laura Anteina, State Environmental Service Republic of Latvia, Deputy General Director for strategic development and control issues

11:30 Panel discussion (consumers):

Empowering Consumers for the Green Transition

- Ilze Neimane, Green labels, greenwashing and consumer habits (Ecodesign Competence Center)
- *Speaker*, Ministry of Economy, Unit of Competition, Trade and Consumers (tbc)
- *Speaker*, textile recycle project, Zaļā josta Ltd (tbc)



12:00 Lunch break

12:45 The polluter pays. What does it mean? (Kaspars Zakulis, Latvijas Zaļais punkts JSC, director)

Success stories

Certified ecolabels as a part of business as usual (focus on water resilience)

- Experience in implementing EU Ecolabel for detergents (Edgars Zubkins, Sales manager, Kvaldro Ltd)
- Experience in implementing EU Ecolabel for detergents (Ramona Kalniņa, Executive director, Spodriba JSC)
- Nordic ecolabelling for sustainable furniture (Ella Ancāne, Sustainability Manager, Dižozols Ltd)
- Potential for ecolabelling indoor and outdoor paints and varnishes sector (Solvita Kostjukova, Co-founder, CEO, ALINA Ltd)

13:30 "To drink or not to drink? Myths and truths about Latvian tap water, natural mineral waters and springs"

PhD Inga Retiķe, leading researcher, University of Latvia, Faculties of exact sciences and technologies

"Vitamin U" project

Sandis Dejus, Executive Director, Latvian Water Supply and Sewerage Companies Association (LŪKA) (tbc)

13:50 Conference closing

- **Activities of EU Ecolabel showroom and EU Ecolabel campaign "Sustainable Lifestyle"**

